

Fashion Calendar 1940

7-5-48
FILE

JANUARY

FEBRUARY

MARCH

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET

NEW YORK 19, N.Y.

ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 3, 1948</u>			
Now Showing	HANDBAG COLLECTION	JAN NORRIS	427 PARK AVENUE SHOWROOM
	Jan Norris is showing her new collection of couturier custom made hand bags. May be seen by appointment. Contact: EL. 5-2175.		
Now Showing	OPENING OF NEW SHOWROOM IN N.Y.	NATHALIE NICOLI	HOTEL PLAZA SUITE 105
	Nathalie Nicoli of California announces the opening of a permanent New York showroom at the Hotel Plaza, Suite 105, under the direction of Mildred Kaldor. Fall collection may be seen by appointment. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Saturday July 3	MOST NEW YORK STORES WILL BE CLOSED SATURDAYS DURING JULY AND AUGUST, BEGINNING JULY 3. THE FOLLOWING, HOWEVER, WILL REMAIN OPEN ON SATURDAYS: GIMBEL'S, KLEIN'S, OHRBACH'S AND SAKS 34TH ST. HEARNS WILL BE CLOSED SATURDAY, JULY 3, BUT WILL STAY OPEN THE REMAINING SATURDAYS.		
July 4	INDEPENDENCE DAY (Sunday).		
<u>WEEK BEGINNING MONDAY, JULY 5, 1948</u>			
July 5	LEGAL HOLIDAY (Monday), TO CELEBRATE INDEPENDENCE DAY.		
Tuesday July 6	MILLINERY FASHIONS AT LUNCHEON SHOW	EMME	L'AGLON RESTAURANT EMPRESS ROOM
12:30 P.M. Luncheon	Press preview of Emme's Fall millinery collection at a luncheon show. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday July 6	MILLINERY SHOWING AT NEW SALON	MARY GOODFELLOW	600 MADISON AVENUE SALON
4:00 P.M. Cocktails	Presentation of Mary Goodfellow's Fall millinery collection at the opening of her new salon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Tuesday July 6	SHOWING OF FALL FUR COLLECTION	ARNHEIMER, INC.	345 SEVENTH AVENUE 15TH FLOOR
	Presentation of Arnheimer's Fall collection of new fashion furs at 10:00 A.M. and 2:00 P.M. daily, except Saturday. (Opening postponed from Tuesday, June 22). Press showing by appointment. Publicity: Freda Rudd, Forth Miller Associates, MU. 3-6526.		
Tuesday July 6	INTERNATIONAL STORE MODERNIZATION SHOW	STORE MODERNIZATION	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
July 10	John W.H. Evans, Director, 40 East 49th St. Publicity: Banner & Grief, PL. 8-0535.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 7	PRESS SHOWING OF FALL MILLINERY	MADAME PAULINE	8 EAST 53RD STREET SALON
12:00 Noon Luncheon	Madame Pauline will show her Fall collection of millinery to the press at a picnic luncheon in her salon. Showing at 12:30 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday July 7	READY-TO-WEAR LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
12:15 P.M. Luncheon	A showing of important clothes from the current collections will be presented at the Fashion Group's ready-to-wear luncheon. Forecast and commentary: Kay Sullivan of Kay Sullivan Associates. Chairman, ready-to-wear division: Nancy White. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Each member may bring one guest. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday July 7	TWO SHOWINGS OF FALL HANDBAGS	KORET	33 EAST 33RD STREET SHOWROOM
2:00 P.M. and 3:30 P.M.	Koret will present his Fall collection of handbags to the press in two separate showings on Wednesday, July 7. For newspapers and radio, at 2:00 P.M.; for magazines and syndicates, at 3:30 P.M. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday July 7	SHOWING OF FALL FASHION JEWELRY	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
4:00 P.M.- 7:00 P.M. Cocktails	"Color and Sparkle"--The House of Heller's annual fashion show featuring an unusual and completely new Fall collection of La Tausca simulated pearls and also a new line of fashion jewelry. Showing promptly at 5:30 P.M. Commentary by Faith Keane. Attendance by invitation only. Publicity: Ruth Lerner, MU. 3-2485.		
Wednesday July 7	PRESS PREVIEW OF FALL MILLINERY	BRAAGAARD	17 WEST 57TH STREET SALON
4:30 P.M. Cocktails	Braagaard will present his Fall and Winter millinery collection to the press. Showing at 4:30 P.M. By invitation only. Publ.: Burton Pell, PL. 3-0353.		
Thursday July 8	PREVIEW OF FALL MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
10:00 A.M.	Press showing of Walter Florell's Fall millinery. (Note change of time). By invitation only. Contact: Viola Sanders, PL. 5-0895.		
Thursday July 8	PARIS HATS AND VOLUME MILLINERY	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
12:15 P.M. Luncheon	Millinery Division Luncheon, with a double-feature show: (1) Showing of Fall hats by 18 Paris milliners, designed especially for the Fashion Group; commentator: Lydia. (2) New York's Volume Milliners Meet the Price Challenge, \$10 to \$20; commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman, Millinery Division: Frances Hodges. Price (including tax and tip): \$3.75 for members, \$4.25 for guests. Each member may bring one guest. Contact: Fashion Group, Inc., CI. 7-3940.		
Thursday July 8	PRESS PREVIEW OF FALL MILLINERY	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
4:00 P.M. Cocktails	Showing of Laddie Northridge's Fall and Winter hat collection at his salon for the New York press and buyers. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 11	DEMOCRATIC NATIONAL CONVENTION IN PHILADELPHIA (Beginning Sunday, July 11)		
Week of July 12	MAIN FALL OPENINGS GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Shoes for main Fall selling: Day, afternoon, cocktail, dinner, evening and boudoir slippers; resizing of Fall footwear; planned coordinations with apparel and accessories. Member firms of The Guild of Better Shoe Manufacturers: Beleganti Shoes, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Semour Troy Originals); Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc.		Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Ave., RE. 4-4888.
Monday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Florence Reichman will present her Fall and Winter millinery fashions to the press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Tuesday July 13 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
	Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. By invitation only. Publ.: Ruth Weintraub, PL.3-2116.		
Tuesday July 13 7:00 P.M. Dinner; 8:30 P.M. Show	SEMI-ANNUAL MILLINERY FASHION SHOW	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	The following milliners will present Fall hats:		
	<u>UPTOWN DESIGNERS AND MILLINERY CREATORS GUILD</u>		
	Anita Andra	Germaine Montabert	Miriam Lewis
	Braagaard	Gladys & Belle	Edgar J. Lorie
	Hattie Carnegie	Mary Goodfellow	Milgrim
	Bernice Charles	Harryson	Laddie Northridge
	Chanda.	Mago Hayes	Mme. Pauline
	Lilly Daché	G. Howard Hodge	Florence Reichman
	delle Donne	Irene	Mme. Reine
	Emmé	Jeanne Tete	Eve Tartar
	Peg Fischer	John-Frederics	Sally Victor
	Walter Florell	Lenesta	Vogue-Garfunkel Makers
		Helen Liebert	
	<u>POPULAR PRICED MANUFACTURERS</u>		
	Alba Hats	Harry Furst	Walter K. Marks
	Alfreda	Gardner Hats	Francis & Walter Nelkin
	Amrose Hats	B. G. Goldenberg	O'Connell Hats
	Art-Bern Hat, Inc.	Goldston-Webber	David Rothman
	Brandt Millinery	Greenstein & Falum	Morris Schacter
	Joe Cohn	Harry Hikand	William Silverman
	Croyden Hats	Kurz Brothers	Woodmere Hats
	Elizabeth Hat Co.	George Lesser	Bernard Workman
	Flanzig Bros.	Luxor Hats	
		Frank Palma	
	Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. For tickets, contact: Mill'y. Stab. Comm., LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, LO. 4-2244.		
	<u>MILLINERY FASHION CREATORS</u>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 14 12:30 P.M. Luncheon	FASHIONS & FABRICS AT LUNCHEON SHOW Showing of Fall and Winter costumes created by leading designers in John Walther Fabrics. By invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALther FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday July 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Helen Liebert will present her Fall and Winter millinery and accessories collection at her first fashion show since her return to the fashion field. For New York press and buyers, by invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57TH ST. SALON
Week Of July 19	ELEVENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N. Y. during the week of July 19 for the Eleventh National Press Week. Couture collections from N. Y. Dress Institute designers will be shown daily. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday July 19 8:00 A.M.- 11:00 A.M. Breakfast	"CHRISTMAS IN JULY" BREAKFAST FOR PRESS La Cross's annual "Christmas in July" breakfast (complete with Santa Claus, creamed turkey, and cranberry sauce!), presenting a press preview of their Christmas line...new "Nylon" nail enamel sets...new "Nylon" lipsticks... new La Cross manicure implement kits for men and women. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE INTERPNATIONAL BLDG.
Monday July 19 9:45 A.M.- Breakfast	PRESS SHOWING FOR VISITING EDITORS Mme. Eta will present her Fall collection of women's fashions to the out-of-town fashion press on July 19 at breakfast. The occasion marks the designer's 25th anniversary as an American fashion creator. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ETA OF REN-ETA	HOTEL PIERRE COTILLION ROOM
Monday July 19 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall collection to the out-of-town editors. Luncheon will be served after the show. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM (10TH FL.)
Monday July 19 3:45 P.M.- 4:45 P.M. Cocktails	LINGERIE SHOWING FOR OUT-OF-TOWN PRESS Yolande will introduce their Fall collection of handmade lingerie at a fashion show for the out-of-town press. (Note change of time). Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET
Monday July 19 4:00 P.M. Cocktails	FALL "ACCESSOVISION" SHOW FOR PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs -- for local and out-of-town press at a cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 19 5:30 P.M.- 7:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Shulton, creators of Early American Old Spice, will present Vera Maxwell's Fall collection of suits and coats. Informal continuous showing from 5:30 P.M. to 7:30 P.M. in Shulton's air-cooled salon. Attendance by invitation only. Contact: Lee Russell, Publ. Dir. Shulton, CI. 5-6263.	VERA MAXWELL; SHULTON	SHULTON SALON 630 FIFTH AVENUE
Tuesday July 20 8:00 A.M. Breakfast	EMBROIDERY SHOW FOR VISITING PRESS Schiffli Embroidery Manufacturers' Bureau will give a breakfast for the out-of-town editors. More details later. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.	SCHIFFLI EMBROIDERY MANUFACTURERS' BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday July 20 2:30 P.M.	ANNUAL FUR FASHION SHOW I.J. Fox presents "Twin Magic with Furs," their annual fur fashion show to the press. By invitation only. Publicity: Mildred Held, Bert Nevins, Inc., WI. 7-9715.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Tuesday July 20 4:30 P.M. Cocktails	PREVIEW OF FALL SLIP COLLECTION "Cocktails With The Stars" -- cocktail and theatre party for out-of-town and local editors, with two 20-minute showings at 5:00 P.M. and 6:00 P.M. of the Fall line of Barbizon slips, featuring nylon. Special guests will include Faye Emerson, Marsha Hunt, Arthur Margetson, Alfred Drake, Donald Richards, Nan Wynn. Editors will select one of three Broadway shows, which they will attend that evening. Attendance by invitation only. Publicity: Wynne McGovern, MU. 4-5720.	THE BARBIZON CORP.	475 FIFTH AVENUE 3RD FLOOR
Tuesday July 20 5:00 P.M. Cocktails	HAIR FASHION SHOW AND COCKTAIL PARTY Presentation of hair fashions for Summer and early Fall by Bernard Az Guro, featuring the new convertible short hair styles and the "Hair Loom" hairdo. Hats by Dorothy Gordon; hair pieces by Therese. Attendance by invitation only. Contact: Guro, CI. 7-4236.	GURO (54 WEST 56TH ST.)	COLONY RESTAURANT MADISON & 61 STREET
Tuesday July 20 5:00 P.M.- 7:00 P.M. Cocktails	INFORMAL "SHOE-VUES" FOR THE PRESS Informal presentation of Fall shoe fashions for visiting fashion editors and local press. Following members of The Guild of Better Shoe Manufacturers will participate: Beleganti Shoes, Inc.; Fox Shoe Manufacturing Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Reual, Inc.; M. Wolf Sons, Inc. (Lupine) Morris Wolock & Co.; Zuckerman & Fox, Inc. By invitation only. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 21 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Showing of Fall millinery for out-of-town press only, with hats from uptown designers and others. Attendance strictly by invitation. Publicity: Mary Kelley, LO. 4-2244.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 21 12:00 Noon Luncheon	FALL SHOWING FOR VISITING PRESS Presentation of Varden Petites' Fall line to the out-of-town fashion press. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM (8TH FLOOR)
Wednesday July 21 3:00 P.M.- 6:00 P.M. Cocktails	FALL AND WINTER FABRIC FASHION SHOW Hafner will present their Fall and Winter fabrics to the local and out-of- town press. Attendance by invitation only. Contact: Martha McDonald, CH. 4-8767, or Hilda Sherey, MU. 7-7676.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 18TH FLOOR
Wednesday July 21 4:30 P.M.- 6:30 P.M.	DIAMOND FASHION SHOW Valentina creates gowns for diamond jewelry by Cartier in "Wedding of Diamonds and Design." Jewelry will emphasize the democracy of diamonds; price range from a few dollars to the "utterly fabulous." By invitation only. Publicity: Mrs. Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday July 21 5:30 P.M.- 8:00 P.M. Cocktails	INFORMAL PARTY FOR VISITING EDITORS Harriet Hubbard Ayer will give a relaxing cocktail party for out-of-town editors at the air-cooled Trianon Room of the Hotel Ambassador. Ralph Lewis, president of Harriet Hubbard Ayer, will be host for the occasion. By invitation only. Publicity: Mary Brown, MU. 5-0790.	HARRIET HUBBARD AYER	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
Wednesday July 21 6:00 P.M. Cocktails	"DAWN TO DARK" FASHION SHOW Oleg Cassini and Julius Dardick of Cassini-Dardick, Ltd. will present their "dawn to dark" gowns at a relaxing cocktail party for the press. Attendance by invitation only. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	CASSINI-DARDICK, LTD.	16 EAST 55TH STREET SALON
Thursday July 22 8:00 A.M. Breakfast	"MIX AND MATCH" FASHION SHOW Tilly Schanzer will present her "Mix and Match" fashions to the out-of- town editors. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.	TILLY SCHANZER	LONGCHAMPS B'WAY & 41ST STREET
Thursday July 22 12:15 P.M. Luncheon	HAIR STYLING SHOW AT PRESS LUNCHEON Richard Hudnut will invite local and out-of-town press to luncheon for a presentation of hair styling. "Beauty Goes to Your Head", under the direction of Ann Delafield. Attendance by invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday July 22 3:00 P.M.- 4:00 P.M. "Mink" Juleps	FUR REVIEW FOR VISITING PRESS Ritter Brothers will present a preview of their new collection of Fall furs at a "Mink Julep" party for the out-of-town fashion editors, on Thursday, July 22, from 3:00 P.M. to 4:00 P.M., in their showrooms. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	RITTER BROTHERS, INC.	224 WEST 30TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 22 4:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Showing of Laddie Northridge's Fall and Winter hat collection for out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday July 22 5:00 P.M. Cocktails	MILLINERY SHOW FOR OUT-OF-TOWN PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. Showing at 5:30 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday July 22 5:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR VISITING EDITORS Jacqueline Cochran will have a cocktail reception for the out-of-town editors at her apartment. Mr. William M. Holmes, Chairman of the Board of Jacqueline Cochran, Inc. will also greet the press. Attendance by invitation only. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	435 EAST 52ND STREET RIVER HOUSE
Friday July 23 12:00 Noon Luncheon	FALL COLLECTION FOR OUT-OF-TOWN PRESS Adler and Adler will present a special collection of their Fall dresses, spectator costume suits, coats and ensembles to the visiting press at a luncheon. By invitation only. Publicity: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
Friday July 23 3:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Kay Dunhill will present a collection of dresses and blouses for fall during open house. Officials of the firm will give individualized showings for each editor, in air-conditioned showroom. Publicity: Mrs. Tere G. Rogel, Max Rogel & Associates, 60 Park Place, Newark, N. J. Phone: Market 2-3788.	KAY DUNHILL	1350 BROADWAY SHOWROOM
Friday July 23 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the visiting press. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Cancelled July 23	DOPINE LIEBERT'S PRESS SHOW, ORIGINALLY SCHEDULED FOR FRIDAY, JULY 23, AT 4:30 P.M., HAS BEEN CANCELLED.		
Saturday July 24 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Fall millinery by Sally Victor will be presented at her regular semi-annual millinery fashion show and breakfast for the out-of-town press. Attendance by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday July 24 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FILM FOR VISITING PRESS March of Time and Life Magazine will show "White Collar Girl," a film using fashion as a career for women, to the out-of-town press. This film will be released by the March of Time in September. Publicity: Marjorie Harkness, CI. 5-4400.	MARCH OF TIME; LIFE MAGAZINE	LIFE & TIME CENTER RADIO CITY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 26 10:00 A.M.	FASHION PRESENTATION FOR VISITING PRESS Molly, of Levy and Blum, will show her collection of Fall and Winter coats and suits to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	HOTEL PIERRE
Monday July 26 11:00 A.M.	FUR PREVIEW FOR OUT-OF-TOWN EDITORS Esther Dorothy will present her Fall fur collection to the visiting fashion press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE
Monday July 26 2:00 P.M.	READY -TO -WEAR SHOWING FOR VISITING EDITORS Fira Benenson, the custom-order designer, will show her first ready-to-wear collection of Fall fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday July 26 3:00 P.M.	FASHION PREVIEW FOR OUT-OF-TOWN PRESS Fall collection of scarfs, accessories and fabrics by Brooke Cadwallader will be presented to the visiting fashion editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 26 4:00 P.M.	NEW FABRIC PREVIEW FOR VISITING PRESS Dobeckmun will introduce the new Lurex fabrics to the out-of-town fashion editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DOBECKMUN	HOTEL PIERRE

NEW YORK COLLEGE SHOP OPENINGS

Monday July 26	JAMES MCGREERY & CO. Publicity: Alice Hutton, WI. 7-7000.	4TH FLOOR
Tuesday July 27 3:00 P.M.	RUSSEKS FIFTH AVENUE Fashions for college will be shown. Open to public. Publicity: Helen Moran, WI. 7-1900.	7TH FL. SPORTS SHOP
Wednesday July 28 3:00 P.M.	ARNOLD CONSTABLE College fashions will be shown. Open to public. Publicity: Jane Hodges, CA. 5-2300.	3RD FL.COLLEGE SHOP
Thursday July 29	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Monday August 2	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900	3RD FLOOR
Thursday August 5 3:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A fashion show will be held in The Special Events Center, 8th floor, coincident with the opening of the college shop on the 3rd floor. Open to public. Publicity: Frances Bemis, TR. 5-7200.	8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS (CONTINUED)</u>			
Friday August 6	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.		4TH FLOOR
Monday August 9	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431		3RD FLOOR
Monday August 9	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.		7TH FLOOR 7TH HEAVEN
Monday August 9 3:00 P.M.	SAKS 34TH STREET College fashion show. Open to public. Publicity: Frances Eisner, LA. 4-7000.		3RD FLOOR SPORTS SHOP
Wednesday August 11 2:30 P.M.	B. ALTMAN & CO. Showing of college fashions. Open to public. Publicity: Etta Daub, MU. 9-7000.		3RD FLOOR
Saturday August 16	GIMBEL'S Gimbel's will hold a college fashion show on Saturday, August 16, exact time to be announced later. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		3RD FLOOR
Tuesday August 17 3:00 P.M.	SAKS 34TH STREET College fashions for juniors will be shown. Open to public. Publicity: Frances Eisner, LA. 4-7000.		2ND FLOOR JUNIOR DEPT.
Saturday August 28 11:00 A.M.	GIMBEL'S Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		5TH FLOOR

Monday July 26- July 30	FALL OPENINGS OF LONDON STYLISTS	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND
The Incorporated Society of Fashion Designers will present Fall Collections during the week of July 26 through July 30. Those designers showing at this time are: Hardy Amies, Charles Creed, Angele Delanghe, Norman Hartnell, Matali, Molyneux, Digby Morton, Bianca Mosca, Peter Russell, Victor Stiebel of Jacqmar, and Worth.			
Saturday July 31 11:00 A.M.	FUR FASHION SHOW	GIMBEL'S	B'WAY & 33RD STREET 3RD FLOOR
			Gimbel's will present a preview of their Fall and Winter fur collection. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.
Beginning Wednesday August 4	FRENCH FALL COUTURIER OPENINGS	CHAMBRE SYNDICATE DE LA COUTURE PARISIENNE	PARIS FRANCE
		Couturier openings in Paris will begin on August 4. Individual dates will be listed later. Contact: Chambre Syndicate de la Couture Parisienne, 102 Rue du Faubourg St. Honore, Paris.	

MUSIC...MOVIES...THEATRES...TELEVISION

- Friday July 2 8:00 P.M. TELEVISION FASHIONS ON PARADE STATION WABD, DUMONT
Title: "INSIDE U.S.A." Fashions by the following: Marvella Pearls; Samuel Chapman gowns; J. & J. Chambart dresses; G. Howard Hodge millinery; Florence Lustig dresses; Coblenz bags; Larry Aldrich dresses; Dorian Macksoud negligees. Narrator: Adelaide Hawley. Publicity: Jane Barton, Television on Parade, Inc., 551 Fifth Avenue, MU. 2-2973.
- Saturday July 3 PREMIERE: "I, JANE DOE" GOTHAM THEATRE, B'WAY & 47TH ST.
Republic's film of a dramatic murder story starring Ruth Hussey, John Carroll, Vera Ralston, Gene Lockhart. Produced and directed by John H. Auer. Costumes by Adele Palmer. Publ.: Evelyn Kolaman, CO. 5-2500.
- Monday July 5 FOURTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Monday, July 5: Soloist: Hortense Monath, Pianist. Pierre Monteux, Conductor. In program featuring Schubert's Seventh Symphony and Mozart's Concerto No. 21.
Tuesday, July 6: All-orchestral program with Pierre Monteux conducting. Beethoven's Fifth Symphony will be featured.
Wednesday, July 7: Soloist: Vera Franceschi, Pianist. Pierre Monteux, Conductor. In program featuring Tchaikovsky's Sixth Symphony and MacDowell's Concerto No. 2.
Thursday, July 8: Soloists: Jennie Tourel, Mezzo Soprano; Martial Singer, Baritone. Pierre Monteux, Conductor.
Saturday, July 10: Jarmila Novotna, Soprano; Donald Johnston, Baritone. Sigmund Romberg, Conductor. In program featuring songs from Romberg operettas.
- Wednesday July 7 4:05 P.M.- 5:00 P.M. GLORIA SWANSON HOUR ON TELEVISION STATION WPIX, CHANNEL 11
A weekly television show with Gloria Swanson. Program is divided into four sections, each with a name guest: GLAMOUR ON A BUDGET, ingenue Maxine Stewart; HIGH FASHION TRENDS, designer Claire McCordell; CHEF'S HOLIDAY, soda dispenser from Hicks & Co.; BEAUTY SALON, hair stylist Bernard az Guro. Celebrity guests: Michele Bridgit Farmer and Mimi Kelly. Directed by Dick Rose. Fashion Coordinator: Kay Bardsley, WPIX, MU. 2-1234.
- Wednesday July 14 PREMIERE: "THE STREET WITH NO NAME" (Movie) ROXY THEATRE, 7TH AV. & 50TH Twentieth Century-Fox filming of a factual story taken from the files of the F.B.I. Starring Mark Stevens, Richard Witmark, Lloyd Nolan. Produced by William Keighley and directed by Samuel G. Engel. Costumes by Kay Nelson. Publicity: Homer H. Harman, CI. 7-6000.
- Thursday July 8 PREMIERE: "CANON CITY" (Movie) LOEW'S CRITERION, B'WAY AT 45TH ST. Eagle Lion Films present a movie depicting prison break of last December. Starring Scott Brady, Jeff Corey, Whit Bissell, Stanley Clements. Produced by Robert T. Kane; written and directed by Crane Wilbur. Publ.: Jerry Pickman, PL. 7-1600.
- Thursday July 15 PREMIERE: "ON AN ISLAND WITH YOU" (Movie) CAPITOL THEATRE, B'WAY & 51ST Metro-Goldwyn-Mayer Technicolor release starring Esther Williams, Peter Lawford, with Jimmy Durante, Cyd Charisse, Montalban, Xavier Cugat's orchestra. Musical romance set in Florida, centering around a movie company on location. Producer: Joe Pasternak. Director: Richard Thorpe. Costumes by Irene. Publicity: Herbert Crocker, BR. 9-7800.